

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Peter M. Black  
Application No. : 09/738,471  
Filed : December 15, 2000  
Title : TARGETED E-COMMERCE SYSTEM  
Examiner : Vanel Frenel  
Art Unit : 3687

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action dated October 6, 2008, please reconsider  
the above identified application in light of the following:

**Remarks** begin on page 2 of this paper.